



SUMMIT COUNTY TOURISM PROFILE

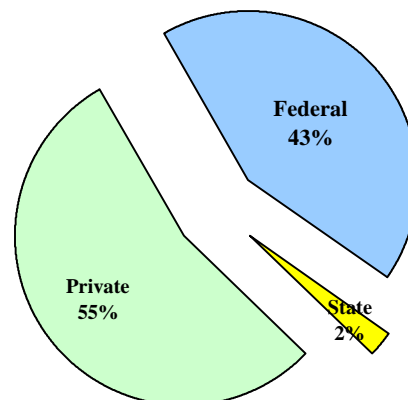
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	25,051	26,224	27,674	28,799	30,048	31,279	4.1%	10
Total Non-Ag Employment	13,001	13,764	14,337	14,558	15,221	15,897	4.4%	8
Non-Ag Avg Monthly Wage	\$1,702	\$1,807	\$1,933	\$1,996	\$2,143	\$2,225	3.8%	11
Per Capita Income	\$34,718	\$37,422	\$37,189	\$38,767	\$40,528	\$41,405	2.2%	1
Unemployment Rate	3.6%	3.4%	4.5%	4.9%	4.1%	5.8%	1.7%	21
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$280.2	\$297.1	\$307.7	\$316.1	\$332.3	\$3,329.0	901.8%	2
Travel & Tourism Related Employment	5,164	5,456	5,695	5,924	6,290	6,622	5.3%	2
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$5,828	\$6,180	\$6,401	\$6,575	\$6,911	\$6,925	0.2%	2
Gross Taxable Room Rents	\$72,160	\$79,855	\$88,876	\$90,605	\$98,626	\$107,200	8.7%	2
Transient Room Tax	\$2,164.8	\$2,395.7	\$2,666.3	\$2,718.1	\$2,958.8	\$3,216.0	8.7%	2
Restaurant Tax	\$659.9	\$736.6	\$784.9	\$809.1	\$905.1	\$961.8	6.3%	5
Car Rental Tax	--	--	--	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$532.1	\$586.0	\$631.3	\$685.9	\$742.9	\$829.0	11.6%	7
REGIONAL VISITATION COUNTS								
I-80 UT/WY Traffic Count	3,962,075	4,294,225	4,374,525	4,731,130	4,861,800	5,082,625	4.5%	
Echo Welcome Center	187,350	200,788	256,294	218,380	218,395	174,956	-19.9%	
S.L. Int'l. Airport Passengers	21,088,482	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891	-5.0%	
Skier Days at Utah Resorts	3,042,767	3,101,735	3,144,328	2,976,696	3,278,291	2,974,574	-9.3%	
Wasatch Mountain S.P.	835,571	886,137	880,669	896,917	930,152	923,988	-0.7%	
Deer Creek S.P.	161,437	99,191	153,055	197,547	253,523	291,124	14.8%	
Jordanella S.P. (2 Locations)	315,644	331,762	310,648	342,200	262,010	192,005	-26.7%	
Rockport S.P.	376,285	275,571	210,015	245,406	152,605	117,505	-23.0%	
East Canyon S.P.	110,106	92,121	83,322	87,769	99,617	105,737	6.1%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	1,197,959	100.0%
Federal Government	516,388	43.1%
BLM	1,482	0.1%
US Forest Service	350,638	29.3%
National Recreation Areas	--	--
National Parks	--	--
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	164,267	13.7%
Other*	--	--
State Government	28,139	2.3%
Utah State Parks & Recreation	738	0.1%
Utah State Wildlife Reserves	15,849	1.3%
State Trust Lands	11,521	1.0%
American Indian	--	--
Private**	653,432	54.5%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



Summit County Tourism Profile

